



Laser marking  
Ascensia  
Diabetes Care  
Case study

# Videojet laser printers help Ascensia Diabetes Care eliminate labels, with an estimated savings of \$2 million over 5 years

**Ascensia Diabetes Care, formerly Bayer Diabetes Care, has led the way for over 70 years in providing blood glucose monitoring systems to patients. Through a commitment to continuous innovation, this global company is improving the health and lives of people with diabetes. Ascensia provides a portfolio of products such as meters, test strips and lancing devices that help patients effectively manage their condition and improve their quality of life.**

Ascensia produces more than ten products that they market in more than 50 countries globally. Successful in their industry, they are experiencing increased demand with production volumes reaching 30,000 meter kits and 300,000 test-strip vials per day. To meet this demand, Ascensia uses RRD'S Supply Chain Solutions (SCS), an ISO 13485 accredited supplier chain provider with facilities in the United States and Europe to package their diabetes kits.

For coding of their diabetes kit cartons, Ascensia previously utilized preprinted labels with variable codes such as lot, expiry, and serial numbers. The use of preprinted labels proved to be challenging and costly. All labels need to be approved by Ascensia prior to packaging. And as serialization regulation requirements began to be implemented around the globe, Ascensia also faced challenges due to varying regulations for carton coding. One such challenge was Russia potentially banning the use of labels on medical device packaging, as they had previously done for pharmaceutical products. Ascensia needed to find a coding solution that would eliminate the complexity of preprinted labels, provide flexibility for quick code changes and ease of use, and also meet serialization requirements.



**Videojet laser printers helped Ascensia meet regulatory requirements and reduce complexity and costs.**

Mindful of the challenges, Videojet worked closely with RR Donnelley, Ascensia's accredited supplier chain provider to develop a custom, turnkey solution for material handling and printing. Ascensia considered many coding options, but given the complexity and quantity of content required on each carton, laser printing proved to be the most economical for them.

Furthermore, the Videojet team was able to provide the two different labeling configurations necessary to meet both US and European Union requirements.

Videojet ultimately provided six model 3330 30-Watt laser printers to RRD's location in the US, with additional units installed at sites around the world. The Videojet laser marking system satisfied all coding requirements for kit contents, including:

- Country-specific information
- UPC, EAN and UDI bar codes (linear and 2D)
- Lot number and expiration date
- Country registration information in local languages

With Videojet lasers and software, Ascensia is able to have all of their required information, both static and variable, printed directly onto the kit carton. They were especially pleased not to need changes to the existing kit carton material during implementation of the new coding solution. Mike Wilcox, Senior Project Manager, Engineering Services at Ascensia, said, "Improved line flexibility allowed for rapid implementation of changes to carton labeling. Eliminating labels achieved significant cost savings."

Ascensia pointed out the standard Videojet SmartGraph™ software character sets, language options and content program as important features in their purchasing decision.

Due to the change from labels to laser marking, Ascensia expects an estimated savings of **\$2 million over 5 years**. With such success, the team is also considering using laser printers on their vial lines. Ascensia would work with Videojet again and believes laser printing is the future of coding for their business.

"The second-generation, turnkey systems have a very innovative design. RRD and Videojet worked together to develop a custom, turnkey solution for material handling and printing," states Mike Wilcox, Senior Project Manager, Engineering Services.



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